



PRESS RELEASE

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For immediate release

Wiltshire business opportunity in British Tourism Week

In celebration of British Tourism Week (15-21 March 2010) an award winning leisure franchise Treasure Trails Ltd is coming to Wiltshire to find a manager to realise a unique opportunity to run their own business and to help further boost the local visitor economy. This national week of events serves to highlight the successes of the flourishing UK tourism industry and Treasure Trails sees Wiltshire as a key area in its plans for expansion.

The company has written over 380 themed walking, driving and cycling trails and has a network of 21 franchisees in regions UK wide. They are now looking to grow that further by recruiting someone to run the business and create fresh, exciting new trails for Wiltshire.

Treasure Trails was started in Cornwall in 2005 and has created a host of unique murder mystery, treasure hunt and spy mission trails. The routes get people of all ages outside, exploring their local area and having lots of fun whilst learning intriguing new facts about their surroundings. In order to solve the mystery, 'Trailers' take the route of their choice and follow the easy instructions to hunt out answers to clues which they discover on buildings, structures and monuments. As each walking trail is roughly 2 miles long, they also get beneficial exercise whilst learning a whole range of exciting new facts about their town, or the place they are visiting, and seeing the most beautiful and interesting places in that area.

Managing Director, Steve Ridd MBE explains 'Wiltshire, with its beautiful landscapes and fascinating medieval history is the perfect spot to develop more of our fun, interactive trails to really bring this beautiful scenery to life. Every Treasure Trails' franchisee gets all the training and support they need to start their own business, including how to write and sell our unique trails.'

In an uncertain global economic climate many potential entrepreneurs are reluctant to take the plunge and start their own business. As British Tourism Week 2010 highlights, tourism is Britain's fifth biggest industry and accounts for a £114 billion visitor economy. Opting to buy into a franchise with an established brand and proven business model like Treasure Trails, gives you flexibility and freedom to work for yourself in a growing sector, with all the tools you need and minimal risk.

With Treasure Trails, franchisees can expect to achieve a turnover of around £60,000 in the second year and there is massive potential for growth. Caroline Paul joined Treasure Trails in 2008 and runs the Dorset region. She says 'One of the great things about being a Treasure Trails franchisee is the sheer variety of what we do. We write trails for families, schools, historic houses, birthday parties, retail outlets, accommodation providers and corporate team building events. Our feedback from customers has been excellent and it's fantastic to be able to create and sell something that people love.'

To find out more about how you could run a Treasure Trails business go to www.treasuretrails.co.uk/licensing/ or call 01872 263692 for an information pack.

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Notes for editors:

Treasure Trails Ltd was established in Cornwall in 2005 to provide fun, healthy and educational leisure activities. Treasure Trails operates as franchise and now has a network of 21 Licensees running Treasure Trails all over the UK.

British Tourism Week (15-21 March 2010) aims to demonstrate the critical value of tourism to the economy of the United Kingdom. It is organised by Visit Briton and its Patron is His Royal Highness the Prince of Wales. www.britishtourismweek.com

Image: A happy customer enjoys a Treasure Trail

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